



Sajeed Dharan

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ABOUT ME

Passionate Hotelier, capable of leading Great Hotels with Great people, earning Return on investment, and Guest Satisfaction. Being an all-rounder led by live examples, inspiring the team to achieve the desired result.

21 years of Hospitality expertise, working with 6 International Hotel Brands, 12 Hotels across multiple brands in 5 cities & multiple countries.

SKILLS & PROFICIENCIES

- People Management & Development Skills
- Controlled expenses for better GOP %
- Topline overall revenue growth strategies
- In-depth departmental working knowledge
- Social Media Marketing skills
- Guest satisfaction / Reputation management
- Preopening projects with chain hotels
- Rebranding / Refurbishing projects
- Hotels Channel Management & distribution network.
- Multiple awards for Quality & Safety audits
- Consistent budget and KPI achievements

CERTIFICATION & VOLUNTEER WORK

Stay Real

Guest Experience

2009 - IHG Jeddah, Saudi Arabia

Collaborated with 2 hotels team trained total of 320 team members and HOD's.

Being Brand hearted

Guest Experience & GM training

2012 - IHG Al Barsha, Dubai

Collaborated with 4 hotels team, trained over 500+ team members and HOD's.

Rates & Rate codes - IHG Revenue academy

Holidex plus - Hands-on - IHG Revenue academy

Covid Care Community health support

Covid Prevention voluntary member

Guest speaker for Laurels institute - Dubai.

(For Hospitality Fraternity, Dubai & Abu Dhabi)

WORK HISTORY

Hilton International - 2001 - 2005 - 5* - AFOM

(21 Acres, 180 rooms and suites, 8 outlets, 10 Floor SPA, Banquet halls, Sports Block, 150-meter Swimming pool).Bangalore.

Sarovar Premiere Hotel - 2005 - 2007 - 5* -FOM/RDM

(Hilton garden inn),140 rooms and suites, 6 outlets, SPA, Banquet halls, Swimming pool) Thiruvananthapuram

Intercontinental Hotels & Resorts Group - 2007-2013 - 5* -RDM

Holiday Inn Sharjah & Dubai (Pre-opening)200 Rooms, 4 F&B outlets, Banquet hall -400 & 150 pax, Spa, Health club.

*Holiday Inn Express Dubai Cluster (Re-branding) 3**

Millennium & Copthorne Hotel - 2013 - 2018 - 4* - Rooms Manager

255 rooms and suites, 4 F&B outlets, Spa floor, health club, banquet hall, meeting rooms. Sharjah Premium Al Majaz water front

Louvre Hotels Group - Royal Tulip - 2019 - 2021 - Cluster Operation Manager

Royal Tulip Act Hotel - 150 Rooms, 4 meeting rooms, 4 f&B outlets, 1Spa, health club facilities, Banquet operations - 5*

Royal Tulip 72 Hotel - 72 Rooms, 4 meeting rooms, 4 f&B outlets, 1Spa, health club facilities. - 5*

Regent Palace Hotel Dubai - 4* - **Hotel Manager**, Bur Dubai- 150 rooms, 7 outlets including a sports bar, nightclubs, lounges and restaurant, 2 spas, meeting rooms.

EDUCATIONAL BACKGROUND

Nagpur University

Post Graduation in Travel & Tourism Administration, 1999-2000 *with rank in University*

University of Kerala

Bachelor's Degree in Economics and Statistics 1993 -1996

Digital Magnet

Digital Marketing for Hospitality 2021

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Hospitality Management / Multi-Property Operation Exposure;

- 20+ years of Hospitality Experience in the Middle East Market
- Served as Hotel manager for multi-unit operations
- Project Manager for renovation, Pre-opening, and other Capex projects
- Hotels Quality Audit and classification Audit by Authorities & Brands
- Improved Hotel Reputation for the hotel/s by 4 to 7 points
- Constantly achieving the targeted Budget revenue and GOP %
- KPI performance across the board utilizing the tools effectively
- Providing visible leadership across all levels of operations
- Best Practices on Revenue Management and guest experience touchpoints
- Regular property updates and Preventive /Maintenance
- Compliance with operating guidelines of brand and Legal entities
- Consistent review of operational cost and control expenses, operating costs, etc.
- Practicing Energy/water conservation and recycle ♻
- Achievement of Three Quality Excellence Awards, Green Hotel Award

Revenue Management & Ecommerce

- Consistent review of Budget/Forecast to bridge the gaps
- Driving Revenue culture across the departments and manage change
- Supply control on manpower best-matching Payroll expenses without anticipation of the guest experience.
- Keep monitoring the market trends and reviewing the purchases and AMC's
- Driving the top-line revenue through various segment promotions and pricing.
- Monitoring the market trends, Events, socioeconomic factors, regional political scenario, etc.
- Ensuring media plan is available and active across rooms, F&B, Spa, and marketing team.
- Ensuring the hotel content marketing is actively done

Room Division & Guest Experience Management:

- Improved guest satisfaction through personalized experiences
- Coaching, training, and development improving guest communication
- Distinguished Welcome, Pre-Arrival, Arrival & Departure Experience to every guest
- FO upselling, Loyalty guest programs, and bookers programs are in place and effective
- Accuracy & effectiveness of guest data across various hotel departments
- Guest satisfaction and Survey reviews and guest conversion are in place.

Sales & Marketing:

- Customized Contracts and rates to all suppliers
- Ensuring Selling strategy, Event planners across outlets are implemented
- Ensuring best use of Social Media and Electronic platforms generating leads or awareness
- Regular S&M review and create strategies to eradicate variances if any
- Visit competitions, Trade fairs, associates, affiliates, and clients, maintain PRO

Food & Beverage

- Sales strategy & Media planner available in all outlets
- Food & Beverage excel in Taste, Quality and in Presentation across the competition
- Selling strategy, setting Out let wise KPI, F&B cost management, and implementation of best practices
- Events P&L - Year on year comparison for progress on all outlets/events & functions
- Ensuring the employee availability, guest interaction, up-selling policies, product knowledge matches SOP.
- Analyzing Timely outlet promotions and marketing efficiency aligned to the marketing Budget.

Human Resources, Training

- Practical Manning and Training Budget, HR activities, Team Building as per the annual calendar
- Employee, hiring, training, and performance appraisal is aligned to Brand/hotel strategies.

Respectfully yours,


Sajeev Dharan